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EXAMINER HUERTA, ALEXANDER Q				
ART UNIT 2623		PAPER NUMBER		
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

mailroom@bskb.com

### Office Action Summary

**Application No.**

10/646,749

**Applicant(s)**

KWAK, CHANG-MIN

**Examiner**

ALEXANDER Q. HUERTA

**Art Unit**

2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 17 March 2008.  
2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.  
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-3, 5, 7, 10-13, 15-20 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
6) ☒ Claim(s) 1-3, 5, 7, 10-13, 15-20 is/are rejected.  
7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.  
10) ☒ The drawing(s) filed on 25 August 2008 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)  
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_  
4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_  
5) ☐ Notice of Informal Patent Application  
6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1, 10-11, 18-19** are rejected under 35 U.S.C. 103(a) as being unpatentable over Gatto et al. (United States Patent Application Publication 2003/0037335) in view of Wugofski (United States Patent Application 2002/0108110), herein referenced as Gatto and Wugofski, respectively.

Regarding **claim1**, Gatto discloses "recording an image for endowing a viewing right of a broadcast channel of the display device in a storing unit of the display device as an image identifier", as disclosed in paragraph [0072] and further exhibited in figure 10.

Gatto fails to explicitly disclose "registering a preference broadcasting channel of the display device to the recorded image identifier".

Wugofski discloses "registering a preference broadcasting channel of the display device to the recorded image identifier" ([0033], Fig. 5). Thus, it would have been obvious to one of ordinary skill in that art to apply the technique of registering a preference broadcasting channel of the display device to the recorded image identifier, as taught by Wugofski, to improve the user profiles with logos [Fig.10] of Gatto, for the predictable result of allowing users to establish their own favorite channels listing.

Regarding **claim 10**, Gatto discloses "wherein the identifier is images for distinguishing family members", as disclosed in paragraph [0058] and further exhibited in figure 10.

Regarding **claim 11**, Gatto discloses "wherein the identifier is photo images of family members", as disclosed in paragraph [0058] and further exhibited in figure 10.

Regarding **claim 18**, Gatto discloses "a processor (logo management general module 1108) configured to record an image for endowing a watching right of a broadcasting channel of the display device in a storing unit of the display device as an image identifier ([0058], [0070], [0074], i.e. the logo management module handles the creation of new logos which are then used to represent user profiles with parental controls), and a display configured to display the recorded image identifier..." [Figs. 1, 2].

Gatto fails to disclose "to register a preference broadcasting channel of the display device to the recorded image identifier, and a display configured to display...the preference broadcasting channel"

Wugofski discloses "to register a preference broadcasting channel of the display device to the recorded image identifier, and a display configured to display ...the preference broadcasting channel" ([0033], Fig. 5). Thus, it would have been obvious to one of ordinary skill in that art to apply the technique of registering a preference broadcasting channel of the display device to the recorded image identifier, and displaying the preference broadcasting channel, as taught by Wugofski, to improve the

user profiles with logos [Fig.10] of Gatto, for the predictable result of allowing users to establish their own favorite channels listing.

Regarding **claim 19**, Gatto discloses “a memory unit with images and information stored therein ([0070], [0072], Fig. 1 El. 166, i.e. Gatto teaches that the logos are stored as graphic files but fails to explicitly state that the logos are stored in the disk storage 166, however one of ordinary skill in the art would recognize that the logos would be stored locally in the interactive TV device, which therefore meets the limitation); an input unit to receive inputs from a user [0060]; an output unit to provide outputs to the user ([0042], Fig. 1 El. 109); and a processor that cooperates with the memory unit [Fig. 1 El. 146], the input unit [Fig. 1 El. 126], and the output unit to provide control for displaying images [Fig. 1 El. 56],

“wherein the processor assigns a first identifier (user identification number) to at least one image (user logo) related to a respective user such that multiple user are distinguishable by different images ([0015], Fig. 10).

Gatto fails to disclose “displaying a preferred broadcast channel list for at least one user, [associating] one or more broadcast channels with the first identifier such that the preferred broadcast channel list for each respective user can be displayed”.

Wugofski discloses “displaying a preferred broadcast channel list for at least one user, [associating] one or more broadcast channels with the first identifier such that the preferred broadcast channel list for each respective user can be displayed” ([0033], Fig. 5). Thus, it would have been obvious to one of ordinary skill in that art to apply the technique of displaying a preferred broadcast channel list and associating one or more

broadcast channels with the first identifier such that the preferred broadcast channel list for each respective user can be displayed, as taught by Wugofski, to improve the user profiles with logos [Fig.10] of Gatto, for the predictable result of allowing users to establish their own favorite channels listing.

**Claims 2-3, 7, 20** are rejected under 35 U.S.C. 103(a) as being unpatentable over Gatto in view of Wugofski, and in further view of Hill et al. (United States Patent Application Publication 2002/0070982), herein referenced as Hill.

Regarding **claim 2**, Gatto discloses "...endowing the viewing right of the broadcasting channel.." [0058].

Gatto fails to disclose "recording characters...in the storing unit of the display device as a character identifier".

Hill discloses "recording characters...in the storing unit of the display device as a character identifier" ([0046], [0047], Fig, 13). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of Gatto and Wugofski by specifically providing recording characters...in the storing unit of the display device as a character identifier, as taught by Hill, for the purpose of providing a name for user profile.

Regarding **claim 3**, Gatto fails to explicitly disclose "registering the preference broadcasting channel to a list for inputting channels corresponding to the image identifier and the character identifier".

Wugofski discloses "registering the preference broadcasting channel to a list for inputting channels corresponding to the image identifier..." ([0033], Fig. 5). Thus, it would have been obvious to one of ordinary skill in that art to apply the technique of registering a preference broadcasting channel of the display device to the recorded image identifier, as taught by Wugofski, to improve the user profiles with logos [Fig.10] of Gatto, for the predictable result of allowing users to establish their own favorite channels listing.

Hill discloses "a character identifier (user name)" ([0046], [0047]). Thus, it would have been obvious to one of ordinary skill in the art to apply the technique of inputting a name for a user profile as taught by Hill, to improve the interactive television system of Gatto for the predictable result of enabling the user to further distinguish their profile from others with the use of a name.

Regarding **claim 7**, Gatto fails to explicitly disclose "wherein the list for selecting preference channels is displayed on the screen as an 'On Screen Display' form".

Wugofski discloses "wherein the list for selecting preference channels is displayed on the screen as an 'On Screen Display' form" ([0033], Fig. 5). Thus, it would have been obvious to one of ordinary skill in that art to apply the technique of registering a preference broadcasting channel of the display device to the recorded image identifier, as taught by Wugofski, to improve the user profiles with logos [Fig.10] of Gatto, for the predictable result of allowing users to establish their own favorite channels listing.

Regarding **claim 20**, Gatto fails to disclose "wherein the processor provides appropriate control such that a second identifier representing text or character inputs

received via the input unit is assigned to a respective user such that multiple users are distinguishable by different text or characters".

Hill discloses "wherein the processor provides appropriate control such that a second identifier representing text or character inputs received via the input unit is assigned to a respective user such that multiple users are distinguishable by different text or characters" ([0046], [0047]). Thus, it would have been obvious to one of ordinary skill in the art to apply the technique of inputting a name for a user profile as taught by Hill, to improve the interactive television system of Gatto for the predictable result of enabling the user to further distinguish their profile from others with the use of a name.

**Claim 5** is rejected under 35 U.S.C. 103(a) as being unpatentable over Gatto in view of Wugofski, and in further view of Aratani et al. (United States Patent Application Publication 2002/0019982), herein referenced as Aratani.

Regarding **claim 5**, Gatto fails to disclose "connecting a memory card where photo images are recorded to the digital video device; and displaying images recorded in the memory card on the screen of the digital video device".

Aratani discloses "connecting a memory card where photo images are recorded to the digital video device; and displaying images recorded in the memory card on the screen of the digital video device", as disclosed in paragraphs [0117] and [0118]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of Gatto and Wugofski by specifically providing connecting a memory card where photo images are recorded to the digital



video device; and displaying images recorded in the memory card on the screen of the digital video device, as taught by Aratani, for the purpose of allowing the user to view still photographs on their TV in a high definition format.

**Claims 12-13, 15-17** are rejected under 35 U.S.C. 103(a) as being unpatentable over Gatto in view of Aratani, Wugofski, and in further view of Hill.

Regarding **claim 12**, Gatto discloses "registering an image among the displayed images as an image identifier", as disclosed in paragraph [0072] and further exhibited in figure 10.

Gatto fails to disclose "allowing a memory card where photo images are recorded to be connected with the display device; displaying images recorded in the memory card on a screen of the display device; displaying a channel input item corresponding to the image identifier and the character identifier on the screen; and registering user preference broadcasting channels to the channel input item".

Aratani discloses "allowing a memory card where photo images are recorded to be connected with the display device; displaying images recorded in the memory card on a screen of the display device", as disclosed in paragraphs [0117] and [0118]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Gatto by specifically providing connecting a memory card where photo images are recorded to a digital video device; displaying images recorded in the memory card on a screen of the digital video device, as taught by Aratani, for the

purpose of allowing the user to view still photographs on their TV in a high definition format.

Wugofski discloses "displaying a channel input item corresponding ...and the character identifier on the screen; and registering user preference broadcasting channels to the channel input item", as disclosed in paragraph [0033] and further exhibited in figure 5. Thus, it would have been obvious to one of ordinary skill in that art to apply the technique of display a channel list and inputting favorite channels to the list, as taught by Wugofski, to improve the user profiles with logos [Fig.10] of Gatto, for the predictable result of allowing multiple users to establish their own favorite channels listing.

Hill discloses "recording a character as a character identifier" ([0046], [0047]). Thus, it would have been obvious to one of ordinary skill in the art to apply the technique of inputting a name for a user profile as taught by Hill, to improve the user profiles with logos of Gatto for the predictable result of enabling the user to further distinguish their profile from others with the use of a name.

Regarding **claim 13**, Gatto discloses "displaying channels corresponding to an analog TV broadcasting, a digital TV broadcasting, and a cable TV broadcasting on the screen as an "On Screen Display' form", as disclosed in paragraph [0008].

Gatto fails to disclose "registering the preference broadcasting channels to the channel input item when the preference broadcasting channels are selected among the displayed channels".

Wugofski discloses "registering the preference broadcasting channels to the channel input item when the preference broadcasting channels are selected among the displayed channels", as disclosed in paragraph [0033]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Gatto by specifically providing registering preference channels selected by the user to the channel input item if the user selects preference channels among the channels, as taught by Wugofski, for the purpose of enabling the user to establish their own favorite channel. Regards,

Regarding **claim 15**, Gatto discloses "wherein the image ... [is an] identifier for managing channels of the display device and endowing a viewing right of specific channels", as disclosed in paragraphs [0015] and [0058].

Gatto fails to disclose "character identifiers are identifiers".

Hill discloses "character identifiers are identifiers" ([0046], [0047]). Thus, it would have been obvious to one of ordinary skill in the art to apply the technique of inputting a name for a user profile as taught by Hill, to improve the user profiles with logos of Gatto for the predictable result of enabling the user to further distinguish their profile from others with the use of a name.

Regarding **claim 16**, Gatto discloses "wherein the images ... are identifiers for distinguishing different users", as disclosed in paragraph [0058] and further exhibited in figure 10.

Gatto fails to disclose "character identifiers are identifiers".

Hill discloses "character identifiers are identifiers" ([0046], [0047]). Thus, it would have been obvious to one of ordinary skill in the art to apply the technique of inputting a name for a user profile as taught by Hill, to improve the user profiles with logos of Gatto for the predictable result of enabling the user to further distinguish their profile from others with the use of a name.

Regarding **claim 17**, Gatto discloses "wherein the image identifier is a photo images of different users", as disclosed in paragraph [0058] and further exhibited in figure 10.

### ***Response to Arguments***

Applicant's arguments filed 17 March 2008 have been fully considered but they are not persuasive.

On page 7 of the Applicant's Response, applicants argue that Gatto does not teach or suggest the recited features of "recording an image for endowing a viewing right of a broadcasting channel of the display device in a storing unit of the display device as an image identifier, and registering a preference broadcasting channel of the display device to the recorded image identifier".

The Examiner respectfully disagrees with Applicant's arguments, because Gatto discloses an interactive television system in which a user is able to customize their user profile by using a distinctive personalized logo (i.e. a picture of the user's face) to represent their individual profile ([0072], Fig. 10). The user profile can be used to allow parents to block channels/features deemed inappropriate for younger viewers, thereby

establishing viewing rights and a preference of broadcasting channels ([0015], [0058]). Furthermore, applicant argues that Gatto does not teach “allowing a memory card where photo images are recorded to be connected with the display device” and “registering user preference broadcast channels to the channel input item”. In response to these arguments, the Examiner agrees that Gatto does not teach these limitations as Gatto is used to teach a system in which a user profile is created and customized using identifying profile logos.

On page 8 of the Applicant's Response, applicants argue that Gatto does not teach the recited features of “recording an image for endowing viewing right of a broadcast channel of the display device in a storing unit of the display device as an image identifier, recording a character for endowing the viewing right as a character identifier, and registering a preference broadcasting channel of the display device to the recorded image identifier and the character identifier”.

With regards to the claimed “recording an image for endowing viewing right of a broadcast channel of the display device in a storing unit of the display device as an image identifier and registering a preference broadcasting channel of the display device to the recorded image identifier...”, the Examiner respectfully disagrees with Applicant's arguments. Gatto teaches a user can create profile with a logo (i.e. picture of their face) which enables parents to block channels/features deemed inappropriate for younger viewers, thereby establishing viewing rights and a preference of broadcasting channels ([0015], [0058]), which therefore meets the limitation. Furthermore, applicant argues that Gatto does not teach “recording a character for endowing the viewing right as a

character identifier". In response to these arguments, the Examiner agrees that Gatto does not teach these limitations as Gatto is used to teach a system in which a user profile is created and customized using identifying profile logos with pictures of user's faces.

On page 8 of the Applicant's Response, applicants argue that Hill does not teach "recording an image for endowing a viewing right of a broadcasting channel of the display device in a storing unit of the display device as an image identifier and registering a preference broadcasting channel of the display device". In response to these arguments, the Examiner agrees that Hill does not teach these limitations as Hill is used to teach a system in which a user is able enter a username for their profile.

On page 8 of the Applicant's Response, applicant argue that Aratani nor Yamamoto disclose "recording an image for endowing a viewing right of a broadcasting channel of the display device in a storing unit of the display device as an image identifier and registering a preference broadcasting channel of the display device". In response to these arguments, the Examiner agrees that neither Aratani nor Yamamoto teach these limitations as Aratani was used to teach connecting a memory card of images to a display device and Yamamoto was used to teach displaying a favorite channel list on-screen.

On pages 8 and 9 of the Applicant's Response, applicants argue that Wugofski does not teach "allowing a memory card where photo images are recorded to be connected with the display device" and "registering user preference broadcasting channels to the channel input item". With regards to the claimed "allowing a memory

card where photo images are recorded to be connected with the display device", the Examiner agrees that Wugofski does not teach the limitation as Wugofski was used to teach a favorite channels list in which the user could add or delete channels from the list. With regards to "registering user preference broadcasting channels to the channel input item", the Examiner respectfully disagrees, because Wugofski teach that a viewer can edit their favorite channel list ([0033], Fig.5).

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALEXANDER Q. HUERTA whose telephone number is (571) 270-3582. The examiner can normally be reached on M-F(Alternate Fridays Off) 7:30-5:00 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Scott Beliveau can be reached on (571) 272-7343. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Alexander Q Huerta  
Examiner  
Art Unit 2623

June 16, 2008

/Scott Beliveau/  
Supervisory Patent Examiner, Art Unit 2623